

Abstract

This diploma thesis, called Hyundai commercials from the semiotic point of view, deals with audiovisual commercials and their meanings, which can be hidden in them. The thesis is inspired by the book *Mythologies* which was written by Roland Barthes. The first part of the thesis is a chapter about the car manufacturer Hyundai, its background in the Czech Republic and also the reason for the choice of this brand is stated here. This part is followed by a chapter about advertising. Advertising is a type of persuasive communication, it is a part of mass media and is connected to other sciences such as psychology, social studies, linguistics and others. Relevant knowledge of these fields is used as well. The theoretical background of the thesis is extended in the next chapter which focuses on the science of semiotics. Key terms such as semiosis, sign, denotation, connotation, primary and secondary semiological systems and myth are defined. Also the method of semiotic analysis is explored. In connection with the terms mythology and ideology a subchapter on Roland Barthes follows. In the methodology chapter the research design is stated and research questions are formulated. The analytical chapter consists of the denotative parts of analyzed commercials (the plot together with the scene and sound is described). Denotation is a precursor for semiotic analysis in which connotative meanings are explored. These are further unfolded using classical (biblical or ancient) and modern mythology. The last part of the thesis summarizes the results of semiotic analysis.